

**Clark County**  
Quit Line Data Summary  
April 1 - June 30, 2002

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 367</b>	<b>N = 3,421</b>
<b>Percent of Statewide Calls</b>	12.8%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	5.9%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 361</b>	<b>N = 3,099</b>
Female	61.5%	62.9%
Male	38.5%	37.1%
<b>Race/Ethnicity</b>	<b>N = 333</b>	<b>N = 2,578</b>
People of Color	9.9%	13.7%
White	90.1%	86.3%
<b>Age</b>	<b>N = 288</b>	<b>N = 2,323</b>
Less than 18 years old	1.4%	2.1%
18 - 24 years old	15.6%	16.3%
25 - 34 years old	27.1%	22.2%
35 - 44 years old	27.8%	27.3%
45 years and older	28.1%	32.0%
<b>Education</b>	<b>N = 343</b>	<b>N = 2,679</b>
Did not graduate high school	18.4%	17.8%
High school graduate	33.2%	33.7%
Some college/vocational school	40.2%	37.4%
College graduate	8.2%	11.0%
<b>Caller Type</b>	<b>N = 352</b>	<b>N = 2,929</b>
General Information	5.4%	11.5%
Health care provider	1.7%	2.8%
Tobacco user	92.9%	85.6%
<b>Payer Type</b>	<b>N = 238</b>	<b>N = 1,951</b>
Insured	49.2%	40.6%
Uninsured	28.2%	22.7%
Medicaid	22.7%	36.6%
<b>Heard About</b>	<b>N = 326</b>	<b>N = 2,463</b>
Past caller	15.0%	17.0%
Employer/worksites	0.9%	1.3%
Health care provider	8.6%	17.6%
Television	36.5%	22.8%
Outdoor advertisement (billboard/bus/wall)	0.3%	4.7%
Targeted mailing	1.2%	2.6%
Great Start	0.6%	0.4%
Radio	6.1%	1.3%
Newspaper/Magazine	6.1%	2.2%
Brochure/Newsletter	2.1%	4.9%
Family or friend	18.1%	21.7%
Health Department	3.1%	2.9%
School	1.2%	0.5%